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\*MEMBER PENNSYLVANIA BAR ONLY

DIRECT DIAL:

(202) 452-4817

January 10, 1994

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
1919 M Street, Room 222  
Washington, D.C. 20554

Dear Mr. Caton

On behalf of Sanger Telecasters, Inc., licensee of Station KMSG-TV, Sanger, California, there is herewith submitted an original and five (5) copies of its Petition for Rulemaking proposing to add the community of Sanger, California, to the Fresno-Visalia-Hanford-Clovis, California television market.

Sincerely

  
Lawrence N. Cohn

No. of Copies rec'd  
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JAN 10 1994

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

BEFORE THE

**Federal Communications Commission**

In the Matter of )  
 )  
Amendment of Section 76.51 )  
of the Commission's Rules )  
to Include Sanger, California )  
in the Fresno - Visalia - )  
Hanford - Clovis, California )  
Television Market )

To: Roy J. Stewart  
Chief, Mass Media Bureau

**PETITION FOR RULEMAKING**

Sanger Telecasters, Inc. ("Sanger Telecasters"), licensee of Station KMSG-TV, Sanger, California, by its attorneys, hereby submits this petition for rulemaking to amend Section 76.51 of the Commission's rules to add the community of Sanger as a designated community to the Fresno-Visalia-Hanford-Clovis, California television market. In support thereof, Sanger Telecasters states the following:

**I. Background**

The Fresno-Visalia-Hanford-Clovis market is dominated by Fresno (1990 U.S. Census population 354,202) and Visalia (1990 U.S. Census population 75,636). Visalia is located approximately 45 miles southeast of Fresno. Sanger is part of the Fresno-Visalia geographic area. It is situated between Fresno and Visalia, and is approximately 12 miles east and slightly south of Fresno.

Sanger lies only a few miles northeast of a line between the center of Fresno and the center of Visalia.

Sanger is in the Fresno-Visalia-Hanford-Clovis television market. Sanger is within the Grade A contours of all 7 commercial television stations licensed to the designated communities in the Fresno-Visalia-Hanford-Clovis market (i.e., KSEE, KJEO, and KFSN-TV, Fresno; KMPH, Visalia; KAIL, Visalia; KFTV, Hanford; and KSDI, Clovis.<sup>1/</sup> Conversely, Station KMSG-TV provides city grade coverage to both Fresno and Clovis, and provides Grade B coverage to both Visalia and Hanford.<sup>2/</sup>

## II. Argument

Section 4 of the Cable Television Consumer Protection and Competition Act of 1992, which amended Section 614 of the Communications Act of 1934, as amended ("Act"), 47 U.S.C. §614, requires the Commission to make revisions needed to update the list of top 100 television markets and their designated communities as specified in Section 76.51 of the Commission's Rules. See Section 614(f) of the Act. In evaluating previous requests for hyphenation of a market, the Commission has considered the following factors as relevant to such an examination: (1) the distance between the existing designated communities and the community proposed to be added to the designation; (2) whether cable carriage, if afforded to the subject station, would extend to areas beyond its Grade B

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1/ See Exhibit 1.

2/ See Exhibit 2.

signal coverage area; (3) the presence of a clear showing of a particularized need by the station requesting the change of market designation; and (4) an indication of benefit to the public from the proposed change. See, e.g., Amendment of Section 76.51 to Include Anaheim, California in the Los Angeles-San Bernadino-Corona-Fontana-Riverside, California Television Market, Notice of Proposed Rulemaking, MM Docket No. 93-304 (released 12/21/93) ("Anaheim"); and Amendment of Section 76.51 to Include Hazleton and Williamsport, Pennsylvania in the Wilkes-Barre-Scranton, Pennsylvania Television Market, Notice of Proposed Rulemaking, MM Docket No. 93-303 (released 12/21/93) ("Hazleton/Williamsport"). As explained in Anaheim (Para. 3), the foregoing factors help the Commission evaluate individual market conditions consistent "with the underlying competitive purpose of the market hyphenation rule to delineate areas where stations can and do both actually and logically compete."

Analysis of the foregoing factors support the instant request. First, the distances between Sanger and the communities in the designated market are (approximately) as follows:

Fresno	-	12 miles from Sanger
Visalia	-	28 miles from Sanger
Hanford	-	27 miles from Sanger
Clovis	-	12 miles from Sanger

These distances are considerably less than those in other recent cases where the Commission has issued notices of proposed

rulemaking such as the one requested here by Sanger Telecasters (e.g., Anaheim and Hazleton/Williamsport). Moreover, as explained above, Sanger is located between the two major population centers of the Fresno-Visalia-Hanford-Clovis market. Not surprisingly, Station KMSG-TV's Grade B contour is virtually entirely within the Grade B or better contours of the stations licensed to the communities currently in the designated market. See Exhibits 1 and 2. Second, the large majority of the area in which the change in the market designation would give Station KMSG-TV expanded carriage rights (i.e., the 35-mile zones of the four communities in the existing market) is inside the station's Grade B contour. See Exhibit 2.

Third, Station KMSG-TV has a particularized need for the change in market designation. The expanded television market designation is necessary for Station KMSG-TV to be carried on certain cable systems in the market as a "local" signal (i.e., without the cable systems thereby incurring significant copyright royalty fees for carriage of the station). Finally, the public would benefit from the expansion of the market because more people would have access to the programming aired by Station KMSG-TV. Station KMSG-TV is an affiliate of the Telemundo Spanish Network and provides approximately 16 hours of Spanish language programming each day. The remaining broadcast hours are devoted primarily to religious programming.

### III. Conclusion

Analysis of the factors described above, and particularly the fact that the KMSG-TV Grade B contour is entirely within the Grade B contours of the other stations licensed to the Fresno-Visalia-Hanford-Clovis market, demonstrate that the stations licensed to communities that market currently compete with Station KMSG-TV in Sanger for audience and revenue throughout the combined market area.

Sanger Telecasters therefore respectfully requests that the Commission issue a notice of proposed rulemaking which proposes to amend Section 76.51 of the Commission's rules to add the community of Sanger, California, as a designated community in the Fresno-Visalia-Hanford-Clovis, California television market.

By:



Roy R. Russo  
Susan V. Sachs  
Lawrence N. Cohn

COHN AND MARKS  
Suite 600  
1333 New Hampshire Ave., N.W.  
Washington, D.C. 20036  
(202) 293-3860

Counsel for Sanger Telecasters,  
Inc.

Date: January 10, 1994

Exhibit 1

## California—Fresno

**KSEE**

Ch. 24

**Network Service:** NBC.

**Licensee:** San Joaquin Communications Corp., 5035 E. McKinley Ave., Fresno, CA 93727.

**Studio:** 5035 E. McKinley Ave., Fresno, CA 93727.

**Mailing Address:** Box 24000, Fresno, CA 93779.

**Telephone:** 209-454-2424. TWX: 910-362-2403.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 1600-kw max. & 191-kw horizontal visual, 153-kw max. & 38-kw horizontal aural. Antenna: Directional, 2350-ft. above av. terrain, 321-ft. above ground, 3713-ft. above sea level.

Latitude	36°	44'	45"
Longitude	119°	16'	53"

**Transmitter:** Bear Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6-meter C-band; AFC, 3.5-meter Ku-band; Harris, W/A-Corn receivers.

**News Service:** AP.

**Ownership:** Meredith Corp. (Group Owner).

**Began Operation:** June 1, 1953. Sale to present owner by San Joaquin Communications Corp. approved by FCC March 31, 1963 (Television Digest, Vol. 22:22, 45). Sale to San Joaquin by McClatchy Newspapers approved by FCC Nov. 18, 1960 (Vol. 19:19).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

Todd Holmes, Vice President & General Manager.

Bill Spellman, General Sales Manager.

Nick Bubenik, Local Sales Manager.

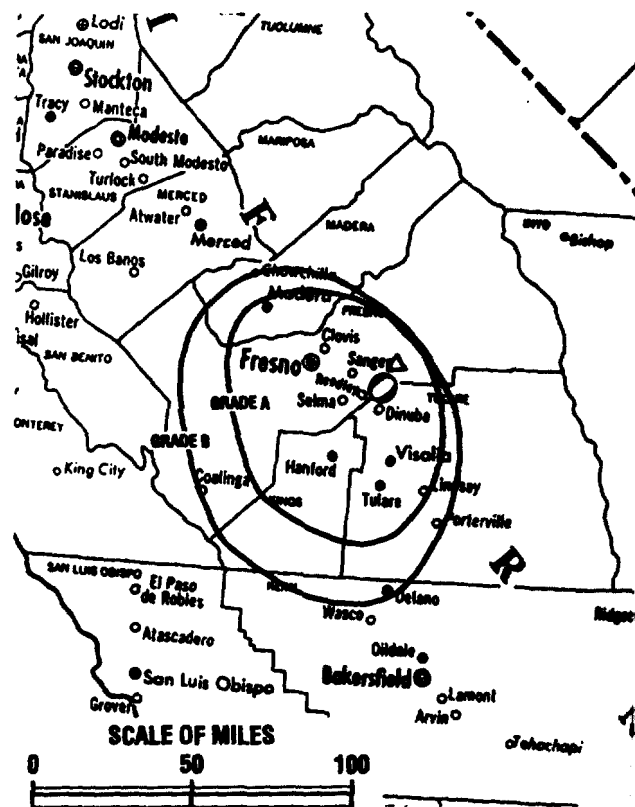
Michelle Stiens, National Sales Manager.

Ralph Green, News Director.

Deag Stewart, Promotion Director.

Karen Thompson, Traffic Manager.

Karl Karlsson, Business Manager.



KSEE BPCT-2859 Granted 7/12/61

© American Map Corp., No. 14244

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$800.

**City of License:** Fresno. ADI: Fresno-Visalia. Rank: 56.

Total Households: ©MSI Consumer Market Data as of 1/1/82. TV Homes, TV's and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	CALIFORNIA		
	Fresno	230,800	222,800
	Kings	29,700	28,400
	Madera	29,700	28,400
	Merced	58,700	56,500
	Tulare	102,300	98,300
Between 25-49%	CALIFORNIA		
	Mariposa	6,100	5,800
<b>Station Totals</b>		<b>457,300</b>	<b>439,900</b>
<b>Net Weekly Circulation (1992)</b>			<b>363,100</b>
<b>Average Daily Circulation (1992)</b>			<b>198,000</b>



# California—Fresno

**KJEO**

Ch. 47

**Network Service:** CBS.

**Licensee:** Reliaw Enterprises Inc., Box 5455, Fresno, CA 93755.

**Studio:** 4880 N. First St., Fresno, CA 93728.

**Telephone:** 209-222-2411. TWX: 910-362-3181. Fax: 209-221-8938.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 2624-kw max. visual, 529-kw max. aural. Antenna: 1959-ft. above av. terrain, 262-ft. above ground, 4742-ft. above sea level.

Latitude 37° 04' 14"  
Longitude 119° 25' 31"

**Transmitter:** Bald Mountain.

**Satellite Earth Stations:** Scientific-Atlanta, 7.3-meter; Scientific-Atlanta, 4.5-meter; RCA, 3.5-meter; Avarek, Microdyne receivers.

**News Services:** CBS, NWS.

**Ownership:** Reliaw Enterprises Inc. (Group Owner).

**Began Operation:** September 20, 1953. Sale to Reliaw Enterprises by Shasta Telecasting Corp. (George C. Feharty, Laurence W. Carr, Morris K. Cohen, Robert L. Hammett, Carl R. McConnell & Russell K. Olsen) approved by FCC April 17, 1968 (Television Digest, Vol. 8:17).

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Hammett & Edison Inc.

## Personnel:

Don Tucker, President.

Andy Martens, Vice President, Finance.

Donald Drilling, Vice President & General Manager.

Jaralynn Stout, General Sales Manager.

Jeff Anderson, National Sales Manager.

Patti Neulham, Program Director.

George Faulder, News Director.

Mike Barrett, Chief Engineer.

Patricia Coulter, Traffic Manager.

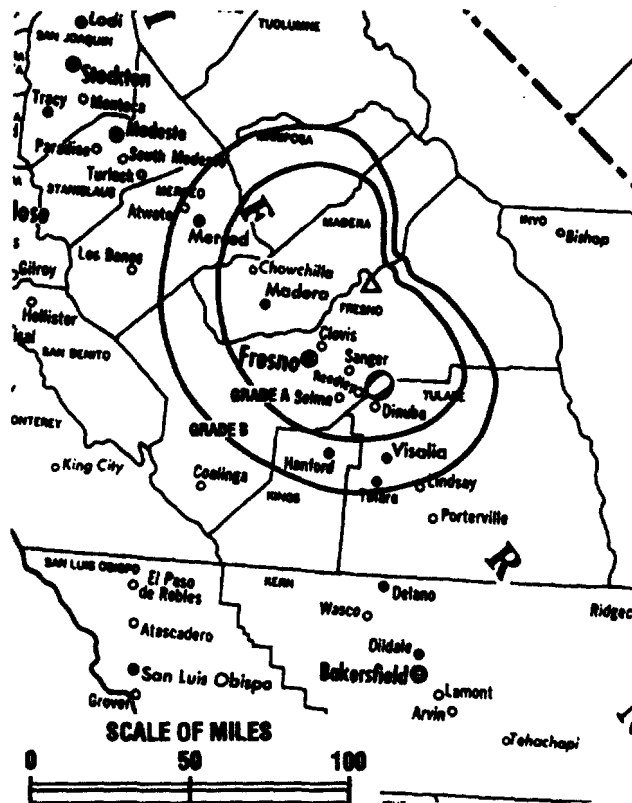
Barry Stevenson, Promotion Manager.

Larry Reitz, Public Affairs Director.

**Notes:** On request.

**City of License:** Fresno. ADI: Fresno-Visalia. Rank: 56.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TVN and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



# California—Fresno

## KFSN-TV

Ch. 30

Network Service: ABC.

Licensee: Capital Cities/ABC Inc.

Studio: 1777 G St., Fresno, CA 93706.

Telephone: 209-442-1170. TWX: 910-362-3911. Fax: 209-233-5844.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 3720-kw max. & 316-kw horizontal visual, 31.6-kw horizontal aural. Antenna: 2040-ft. above air. terrain, 271-ft. above ground, 4750-ft. above sea level.

Latitude 37° 04' 38"

Longitude 119° 26' 00"

Transmitter: Meadow Lake, CA.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; Scientific Atlanta, 4.5-meter C-band; AFC, 3.5-meter Ku-band; AvanteK, Harris, M/A-Com, Pinzone receivers.

News Service: AP.

Ownership: Capital Cities/ABC Inc. (Group Owner).

Began Operation: May 10, 1956. Sale to present owner by Triangle Publications approved by FCC Feb. 24, 1971 (Television Digest, Vol. 11:9). Previous sale to Triangle by Paul R. Bartlett and associates approved Dec. 30, 1958 by FCC (Vol. 14:47; 15:1). Note: Operated on Ch. 12 until Feb. 17, 1961 when it switched to UHF Ch. 30 (Vol 17:8).

Represented (sales): Capital Cities/ABC Spot Sales.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Moffet, Larson & Johnson, P.C.

### Personnel:

Marc Edwards, President & General Manager.

Dudley Few, General Sales Manager.

Mark Arminto, Local Sales Manager.

David S. Converse, Director Of Engineering.

Douglas E. Caldwell, News Director.

Fernando Granado, Program Director.

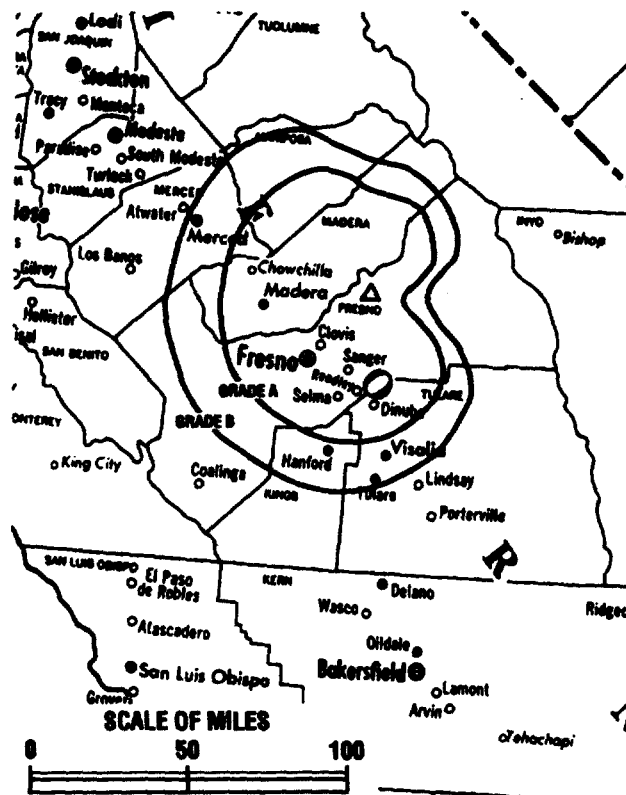
Lola Rasmussen, Business Manager.

Wes McKee, Promotion Director.

Rates: On request.

City of License: Fresno. ADI: Fresno-Visalia. Rank: 56.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



## California—Visalia-Fresno

**KMPH**

Ch. 26

**Network Service:** Fox.

**Licensee:** Pappas Telecasting Inc., 5111 E. McKinley Ave., Fresno, CA 93727.

**Studio:** 5111 E. McKinley Ave., Fresno, CA 93727.

**Telephones:** 209-255-2600; 209-733-2600.

**Fax:** 209-255-0275; 209-456-9592.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2950-kw max. visual, 300-kw max. aural. Antenna: 2679-ft. above av. terrain, 250-ft. above ground, 5922-ft. above sea level.

Latitude	36°	17'	12"
Longitude	118°	50'	20"

Holds CP for change to 3240-kw max. visual, 2571-ft. above av. terrain, 450-ft. above ground, 8336-ft. above sea level; lat. 36° 40' 02", long. 118° 52' 42", transmitter to Big Baldy Ridge, Sequoia National Forest, Tulare County. BMPCT-891114KE.

**Transmitter:** 10-mi. N of Springvale, CA, Blue Ridge, Sequoia National Forest.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Chapparral, 3.7-meter Ku & C-band.

**News Service:** UPI.

**Ownership:** Pappas Telecasting Companies (Group Owner).

**Began Operation:** October 11, 1971. Sale to present owner approved by FCC May 31, 1978.

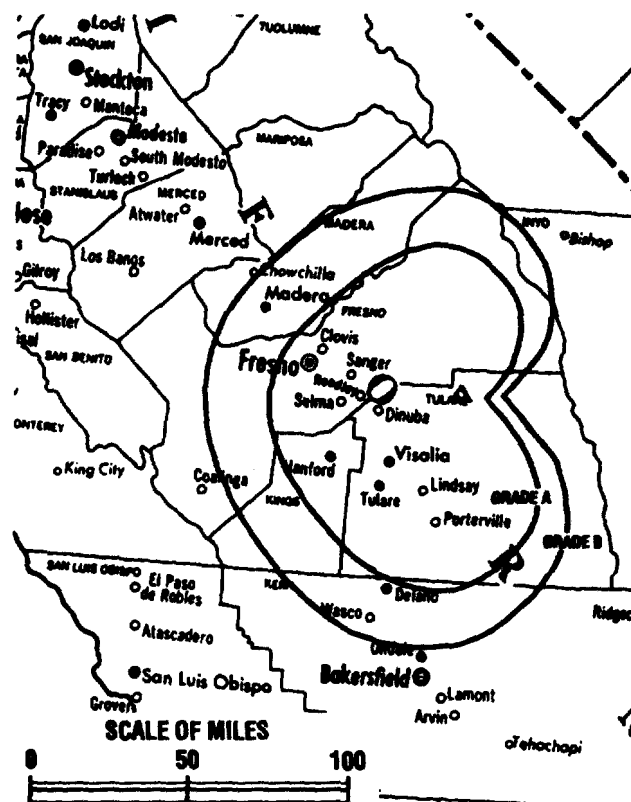
**Represented (sales):** TeleRep Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Cecil Lynch; Smith & Powstenko.

### Personnel:

Harry J. Pappas, President.  
 LeBon G. Abercrombie, Vice President & General Manager.  
 Lisa Markham, Vice President & Station Manager.  
 Dennis J. Davis, Vice President & Chief Financial Officer.  
 Dale Kelly, Vice President & Director of Engineering.  
 Debbie Sweeney, Program Manager.  
 Charles Pfaff, Local Marketing Manager.  
 Chase Salton, National Marketing Manager.  
 Roger Gaffley, News Director.  
 Jeff Jordan, Chief Engineer.  
 Linda Anderson, Film/Shipping Director.



KMPH BMPCT-891114KE Granted 3/29/90 © American Map Corp., No. 14244

Janet Williams, Credit Manager.  
 George Riddell, Creative Services Director.

**Rates:** On request.

**City of License:** Visalia. ADI: Fresno-Visalia. Rank: 56.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

CALIFORNIA				
50% & Over	Fresno	230,800	222,600	96
	Kern West	162,500	157,100	97
	Kings	29,700	28,400	98
	Madera	29,700	28,400	98
	Merced	58,700	56,500	98
	Tulare	102,300	96,300	98
CALIFORNIA				
Between 25-49%	Mariposa	6,100	5,600	98
Station Totals		619,800	596,900	98
Net Weekly Circulation (1992)				411,200
Average Daily Circulation (1992)				213,100

## California—Hanford-Fresno

**KFTV**

**Ch. 21**

**Network Service:** Univision.

**Licensee:** Univision Station Group Inc., 8515 E. Lacey Rd., Hanford, CA 93230.

**Studio:** 3239 W. Ashlan Ave., Fresno, CA 93722.

**Telephone:** 209-222-2121. **Fax:** 202-222-2890.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 2820-kw max. & 151-kw horizontal visual, 282-kw max. & 15-kw horizontal aural. Antenna: 1830-ft. above av. terrain, 160-ft. above ground, 4600-ft. above sea level.

Latitude 37° 04' 24"  
Longitude 119° 25' 42"

**Transmitter:** Bald Mountain, 52-mi. NE of Hanford.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Drake, 4.5-meter.

**News Service:** AP.

**Ownership:** Perenchio TV Inc. (Group Owner).

**Began Operation:** February 27, 1962 as KDAS; left air May 13, 1966 (Television Digest, Vol. 6:22.) Sale to Spanish International Communications approved March 19, 1969. Resumed operation Sept. 20, 1972. Sold to Univision Holdings (Hallmark Cards) 1987. Sale to present owners approved Sept. 23, 1992 (Vol. 32:40).

**Represented (sales):** Univision.

**Represented (engineering):** Jules Cohen & Associates.

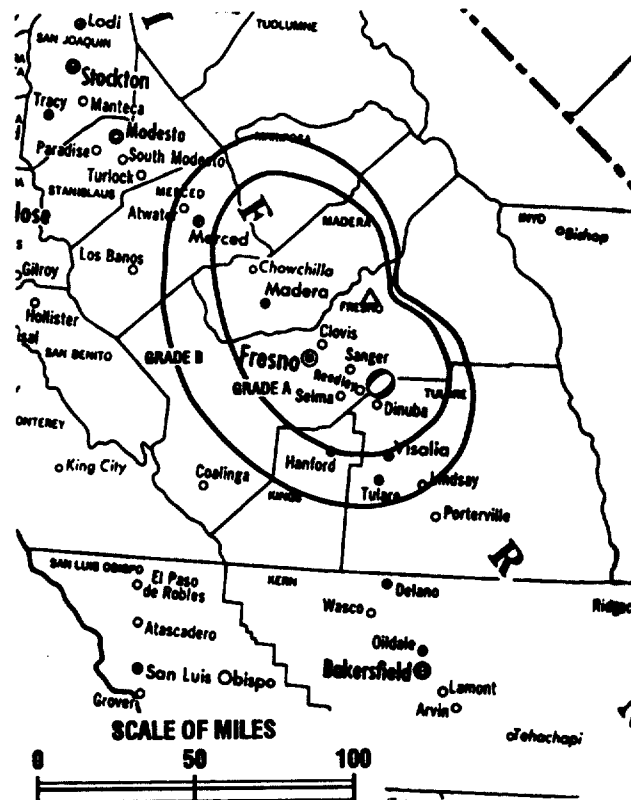
### Personnel:

**Marie M. Carrera**, General Manager.  
**Bram J. Watkins**, General Sales Manager.  
**Ken Holden**, Chief Engineer.  
**Daniel Rodriguez**, News Director.  
**José Gonzalez**, Program Director.  
**Eddie Renteria**, Production Manager.  
**Arnulfo Cueva Jr.**, Business Manager.

**Rates:** On request.

**City of License:** Hanford. **ADI:** Fresno-Visalia. **Rank:** 56.

**Total Households:** ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KFTV BPCT-820709KF Granted 11/15/82

© American Map Corp., No. 14394

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>CALIFORNIA</b>			
	Fresno	230,800	222,600	96
	Kern West	162,500	157,100	97
	Kings	29,700	28,400	96
	Madera	29,700	28,400	96
	Merced	58,700	56,500	96
	Tulare	102,300	98,300	96
<b>Station Totals</b>		<b>813,700</b>	<b>591,300</b>	<b>96</b>
<b>Net Weekly Circulation (1992)</b>				<b>96,000</b>
<b>Average Daily Circulation (1992)</b>				<b>45,000</b>

## California—Fresno

**KAIL**

Ch. 53

Network Service: None, independent.

Licensee: Trans America Bcstg. Corp., 6803 West Blvd., Inglewood, CA 90302.

Studio: 1590 Alluvial Ave., Clovis, CA 93611.

Mailing Address: Box 3053, Clovis, CA 93613-3053.

Telephones: 209-299-9753; 209-298-5300. Fax: 209-299-1523.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 2500-kw max. visual, 250-kw max. aural. Antenna: 1887-ft. above av. terrain, 110-ft. above ground, 4610-ft. above sea level.

Latitude	37°	04'	23"
Longitude	119°	25'	52"

Transmitter: 42003 Radio Lane, Auberry, 25-mi. ENE of Fresno.

Satellite Earth Stations: Scientific-Antenna, 5-meter C-band; Scientific-Antenna, 4.6-meter C-band; AFC, 3.66-meter Ku-band; Microwave Assoc., M/A-Corn, Scientific-Antenna receivers.

Ownership: Trans America Bcstg. Corp.

Began Operation: December 18, 1961. Sale to present owner by B. L. Golden & L. W. Fawns approved Dec. 21, 1966 by FCC (Television Digest, Vol. 6:52). Left air April 17, 1973. Resumed operation Oct. 7, 1976.

Represented (legal): Miller & Fields, P.C.

Represented (engineering): Carl T. Jones Corp.

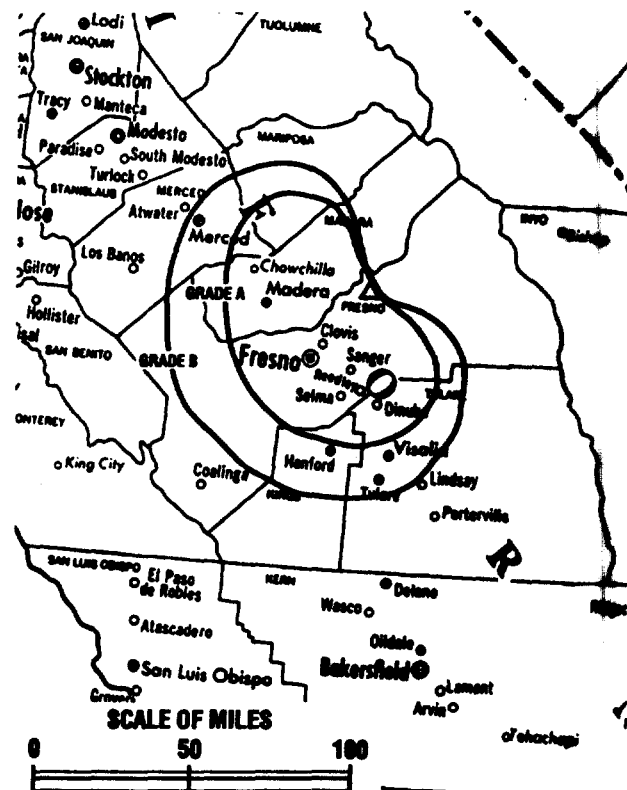
### Personnel:

Clair Reis Bessera, General Manager.  
Gerardo Berrogo, Vice President.  
C. Williams, Station & General Sales Manager.  
M. Friedel, Chief Engineer.  
A. Williams, Program Director.  
R. Jenkins, Promotion & Marketing Director.  
J. Swain, Business Manager.

Highest 30 Sec. Rate: \$60.00.

City of License: Fresno. ADI: Fresno-Visalia. Rank: 56.

Total Households: ©MSI Consumer Market Data as of 1/1/82. TV Homes, TV% and Circulation ©1982 Arbitron. County coverage based on Arbitron study.



KAIL BMPCT-860418KH Granted 6/27/86 © American Map Corp., No. 1438

Net Weekly Circulation	State County	Total Households	TV Homes	TV%
Between 25-49%	CALIFORNIA			
	Fresno	230,800	222,800	96.5%
	Kings	29,700	28,400	95.6%
	Madera	29,700	28,400	95.6%
Between 5-24%	CALIFORNIA			
	Mariposa	6,100	5,800	95.1%
	Merced	58,700	56,500	96.3%
	Tulare	102,300	98,300	96.1%
Station Totals		457,300	438,900	
Net Weekly Circulation (1992)				96.1%
Average Daily Circulation (1992)				96.1%

## California—Clovis

**KSDI**  
Ch. 43

**Network Service:** None, independent.

**Grantee:** San Joaquin TV Improvement Corp., 14849 Firestone Blvd., La Mirada, CA 90638.

**Studio:** 706 W. Herndon, Fresno, CA 93650.

**Telephone:** 209-432-4300. Fax: 209-435-3200.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 518.8-kw max. visual, 51-kw max. aural. Antenna: 2001-ft. above av. terrain, 151-ft. above ground, 3529-ft. above sea level.

Latitude	36°	44'	45"
Longitude	119°	16'	57"

**Transmitter:** Bear Mountain, approx. 1.2-mi. NW of Squaw Valley.

**Ownership:** San Joaquin TV Improvement Corp.

**Began Operation:** September 11, 1992.

**Personnel:**

Arnold Applebaum, General Manager.

George Cooper, Sales Manager.

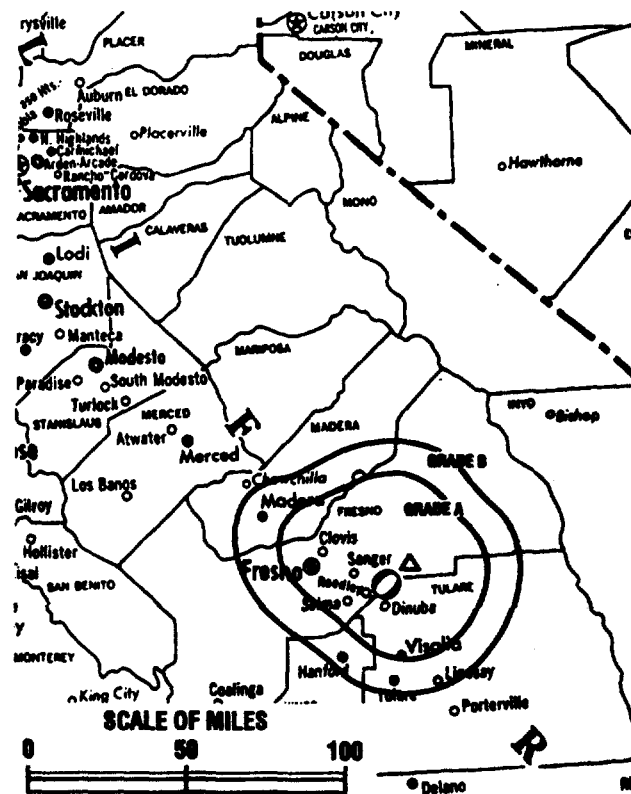
David Cardesa, Program Director.

Steve Lebel, Chief Engineer.

**Rates:** On request.

**Airline Data:** Not available.

**City of License:** Clovis. ADI: Fresno-Visalia. Rank: 56.



KSDI BMPCT-920706KG Granted 9/31/92 © American Map Corp., No. 14244

## California—Fresno

**KSEE**

Ch. 24

**Network Service:** NBC.

**Licensee:** San Joaquin Communications Corp., 5035 E. McKinley Ave., Fresno, CA 93727.

**Studio:** 5035 E. McKinley Ave., Fresno, CA 93727.

**Mailing Address:** Box 24000, Fresno, CA 93779.

**Telephone:** 209-454-2424. TWX: 910-362-2403.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 1600-kw max. & 191-kw horizontal visual, 153-kw max. & 38-kw horizontal aural. Antenna: Directional, 2350-ft. above av. terrain, 321-ft. above ground, 3713-ft. above sea level.

Latitude	36°	44'	45"
Longitude	119°	16'	53"

**Transmitter:** Bear Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6-meter C-band; AFC, 3.5-meter Ku-band; Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Meredith Corp. (Group Owner).

**Began Operation:** June 1, 1953. Sale to present owner by San Joaquin Communications Corp. approved by FCC March 31, 1983 (Television Digest, Vol. 22:22, 45). Sale to San Joaquin by McClatchy Newspapers approved by FCC Nov. 18, 1980 (Vol. 19:19).

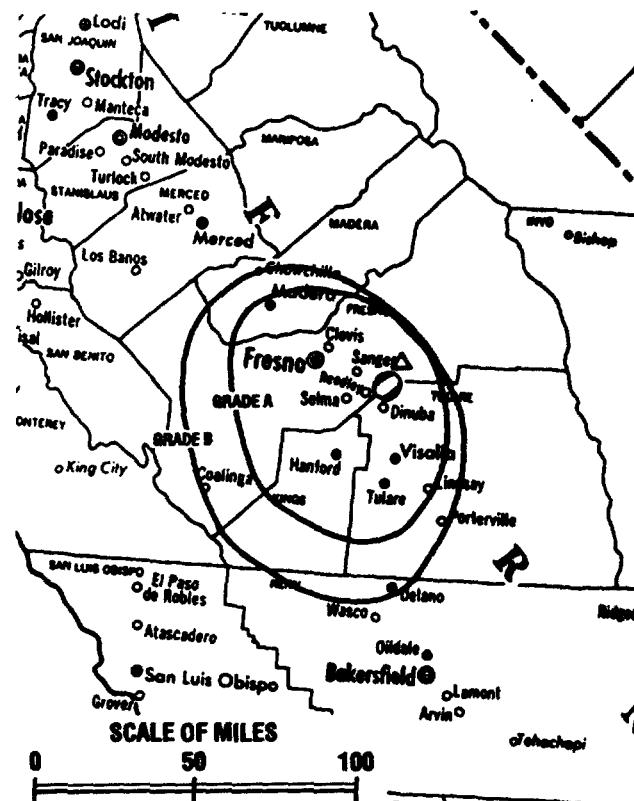
**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

Todd Holmes, Vice President & General Manager.  
 Bill Spillman, General Sales Manager.  
 Rick Bubewitz, Local Sales Manager.  
 Michelle Silens, National Sales Manager.  
 Ralph Green, News Director.  
 Doug Stewart, Promotion Director.  
 Karen Thompson, Traffic Manager.  
 Kurt Karlsson, Business Manager.



KSEE BPCT-2859 Granted 7/12/61

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**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$800.

**City of License:** Fresno. ADI: Fresno-Visalia. Rank: 56.

**Total Households:** ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	
50% & Over	CALIFORNIA			
	Fresno	230,800	222,800	96
	Kings	29,700	28,400	95
	Madera	29,700	28,400	95
	Merced	58,700	56,600	96
	Tulare	102,300	98,300	96
Between 25-49%	CALIFORNIA			
	Mariposa	6,100	5,600	92
<b>Station Totals</b>		<b>457,300</b>	<b>439,800</b>	<b>95</b>
<b>Net Weekly Circulation (1992)</b>				<b>363,200</b>
<b>Average Daily Circulation (1992)</b>				<b>190,100</b>

# California—Fresno

**KJEO**

Ch. 47

Network Service: CBS.

Licensee: Rollaw Enterprises Inc., Box 5455, Fresno, CA 93755.

Studio: 4880 N. First St., Fresno, CA 93726.

Telephone: 209-222-2411. TWX: 910-362-3181. Fax: 209-221-6938.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 2624-kw max. visual, 529-kw max. aural. Antenna: 1959-ft. above av. terrain, 262-ft. above ground, 4742-ft. above sea level.

Latitude 37° 04' 14"  
Longitude 119° 25' 31"

Transmitter: Bald Mountain.

Satellite Earth Stations: Scientific-Atlanta, 7.3-meter; Scientific-Atlanta, 4.5-meter; RCA, 3.5-meter; Avantek, Microdyne receivers.

News Services: CBS, NWS.

Ownership: Rollaw Enterprises Inc. (Group Owner).

Began Operation: September 20, 1953. Sale to Rollaw Enterprises by Shasta Telecasting Corp. (George C. Feharty, Laurence W. Carr, Morris K. Cohen, Robert L. Hammett, Carl R. McConnell & Russell K. Olsen) approved by FCC April 17, 1968 (Television Digest, Vol. 8:17).

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Hammett & Edison Inc.

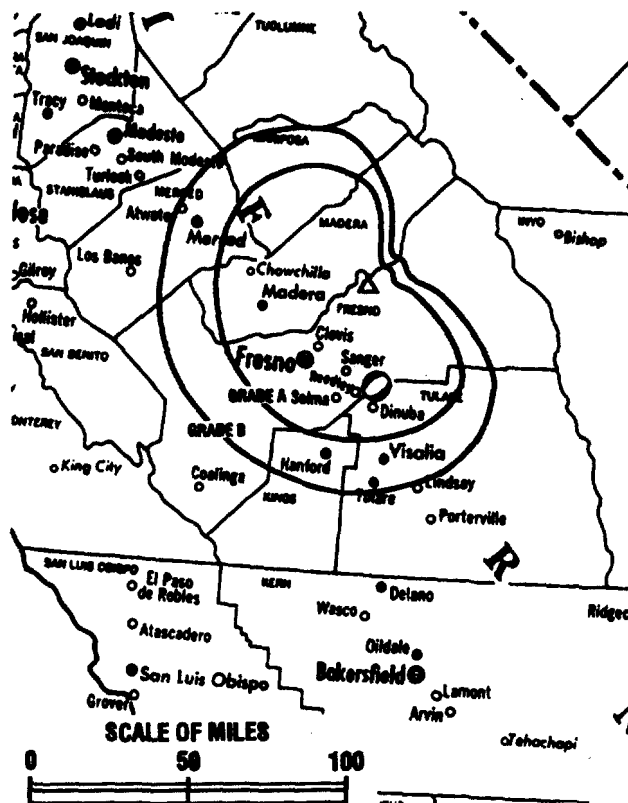
## Personnel:

Ben Tachar, President.  
Andy Mastoras, Vice President, Finance.  
Donald Drilling, Vice President & General Manager.  
Jordyn Stout, General Sales Manager.  
Jodi Anderson, National Sales Manager.  
Pat Haulihan, Program Director.  
George Fausler, News Director.  
Mike Barrett, Chief Engineer.  
Patrice Coulter, Traffic Manager.  
Barry Stevenson, Promotion Manager.  
Lucy Ruiz, Public Affairs Director.

Rates: On request.

City of License: Fresno. ADI: Fresno-Visalia. Rank: 56.

Total Households: ©ASI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KJEO BPCT-4903 Granted 3/26/76

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Fresno	230,800	222,600	96
	Kings	29,700	28,400	96
	Madera	29,700	28,400	96
	Merced	58,700	56,500	96
	Tulare	102,300	98,300	96
Between 25-49%	CALIFORNIA			
	Mariposa	6,100	5,600	93
Station Totals		457,300	439,800	96
Net Weekly Circulation (1992)			342,100	
Average Daily Circulation (1992)			176,400	

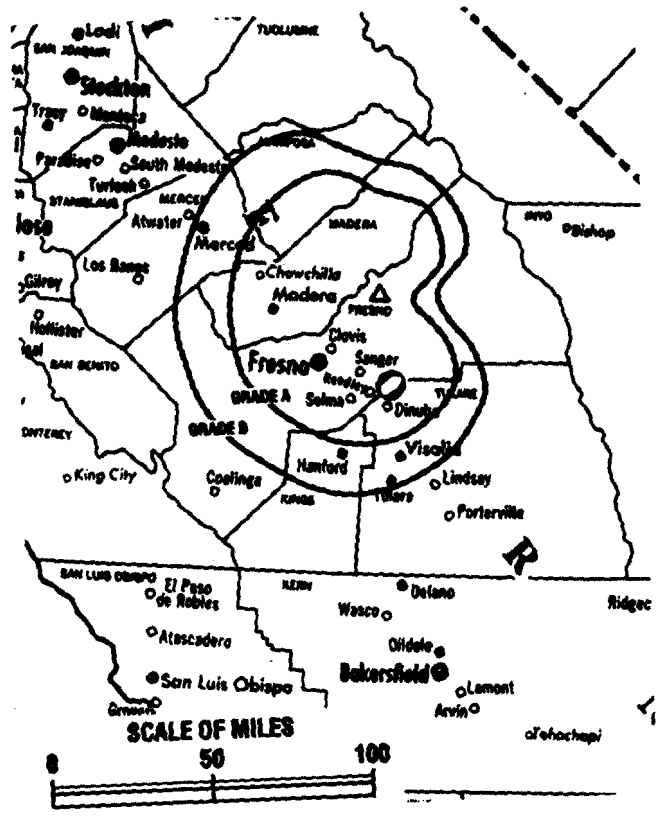


**Fresno**

**KFSN-TV**  
Ch. 38

**Owner:** American Map Co., Inc.  
**Address:** 1771 N. 4th, Fresno, CA 93705.  
**Phone:** 441-1170. **Telex:** 910-282-9911. **Fax:** 209-233-5844.  
**Frequency:** Channel No. 20 (566-572 MHz). Authorized power: 3720-kw.  
**Antenna:** 2040-ft. above ground, 4750-ft. above sea level.  
**Latitude:** 37° 04' 38"  
**Longitude:** 119° 28' 00"

**Transmitters:** Modesto, CA.  
**Relay Stations:** Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; 4 & 11-meter C-band, A/C, 3.5-meter Ku-band; Avantek, Harris, Philips receivers.  
**History:** May 10, 1958. Sale to present owner by Triangle Publications Inc. (Group Owner).  
**Previous Sale:** Feb. 24, 1971 (Television Digest, Vol. 11:9). Previous sale to M. H. Marlett and associates approved Dec. 30, 1958 by FCC (Vol. 11:9). Operated on Ch. 12 until Feb. 17, 1961 when it switched to UHF.  
**Associated (Sales):** Capital Cities/ABC Spot Sales.  
**Associated (Legal):** Wilner, Cutler & Pickering.  
**Associated (Engineering):** Moffet, Larson & Johnson, P.C.  
**Personnel:** President & General Manager, General Sales Manager, Sales, General Sales Manager, Engineer, Director Of Engineering, News Director, Program Director, Business Manager, Production Director.  
**AD:** Fresno-Visalia. Rank: 56.  
**Market Data:** Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron.  
**Notes:** All figures rounded to nearest whole number.



KFSN-TV BPCT-790418KE Granted 8/29/79 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Fresno	230,800	222,600	96
	Kings	29,700	28,400	96
	Madera	29,700	28,400	96
	Merced	58,700	56,500	96
	Tulare	102,300	98,300	96
Between 25-49%	CALIFORNIA Mariposa	6,100	5,600	93
Between 5-24%	CALIFORNIA Stanislaus	131,400	125,500	96
<b>Station Totals</b>		<b>588,700</b>	<b>565,300</b>	<b>96</b>
<b>Net Weekly Circulation (1992)</b>				<b>364,500</b>
<b>Average Daily Circulation (1992)</b>				<b>215,700</b>

## California—Visalia-Fresno

**KMPH**

Ch. 26

**Network Service:** Fox.

**Licensee:** Pappas Telecasting Inc., 5111 E. McKinley Ave., Fresno, CA 93727.

**Studio:** 5111 E. McKinley Ave., Fresno, CA 93727.

**Telephones:** 209-255-2600; 209-733-2600.

**Fax:** 209-255-0275; 209-456-9592.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2950-kw max. visual, 300-kw max. aural. Antenna: 2679-ft. above av. terrain, 250-ft. above ground, 5922-ft. above sea level.

Latitude	36°	17'	12"
Longitude	118°	50'	20"

Holds CP for change to 3240-kw max. visual, 2571-ft. above av. terrain, 450-ft. above ground, 8336-ft. above sea level; lat. 36° 40' 02", long. 118° 52' 42", transmitter to Big Baldy Ridge, Sequoia National Forest, Tulare County. BMPCT-891114KE.

**Transmitter:** 10-mi. N of Springvale, CA, Blue Ridge, Sequoia National Forest.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Chapparral, 3.7-meter Ku & C-band.

**News Service:** UPI.

**Ownership:** Pappas Telecasting Companies (Group Owner).

**Began Operation:** October 11, 1971. Sale to present owner approved by FCC May 31, 1978.

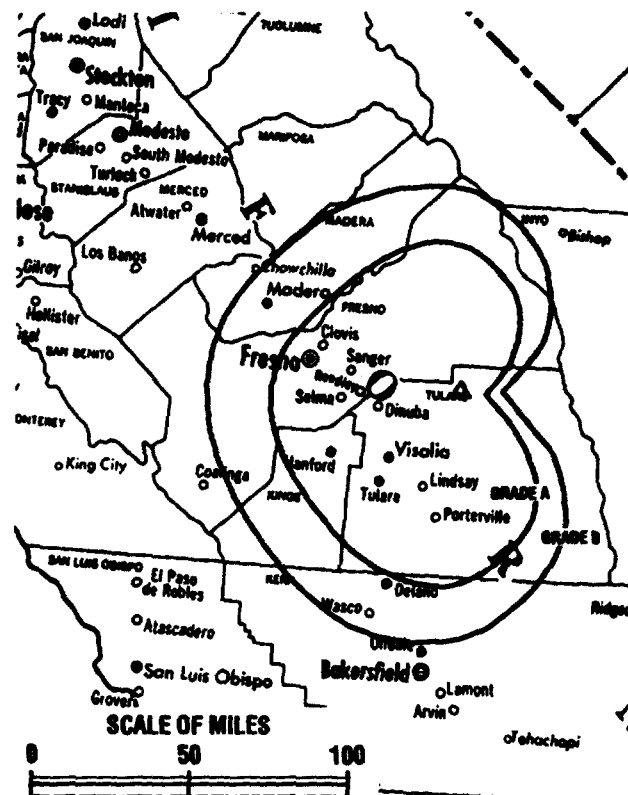
**Represented (sales):** TeleRep Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Cecil Lynch; Smith & Powstenko.

### Personnel:

Harry J. Pappas, President.  
 LeDon G. Abercrombie, Vice President & General Manager.  
 Lisa Maridham, Vice President & Station Manager.  
 Dennis J. Davis, Vice President & Chief Financial Officer.  
 Dale Kelly, Vice President & Director of Engineering.  
 Debbie Sweeney, Program Manager.  
 Charles Platt, Local Marketing Manager.  
 Chase Ballou, National Marketing Manager.  
 Roger Badley, News Director.  
 Jeff Jordan, Chief Engineer.  
 Linda Anderson, Film/Shipping Director.



KMPH BMPCT-891114KE Granted 3/29/90 © American Map Corp., No. 14244

Janet Williams, Credit Manager.  
 George Hadden, Creative Services Director.

**Rates:** On request.

**City of License:** Visalia. ADI: Fresno-Visalia. Rank: 56.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.

CALIFORNIA				
50% & Over	Fresno	230,800	222,800	95
	Kern West	162,500	157,100	97
	Kings	29,700	28,400	95
	Madera	29,700	28,400	95
	Merced	58,700	56,500	95
	Tulare	102,300	98,300	95
CALIFORNIA				
Between 25-49%	Mariposa	6,100	5,600	93
Station Totals		619,800	596,600	95
Net Weekly Circulation (1992)				411,000
Average Daily Circulation (1992)				213,000

## California—Hanford-Fresno

**KFTV**

Ch. 21

**Network Service:** Univision.

**Licensee:** Univision Station Group Inc., 8515 E. Lacey Rd., Hanford, CA 93230.

**Studio:** 3239 W. Ashlan Ave., Fresno, CA 93722.

**Telephone:** 209-222-2121. Fax: 202-222-2890.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 2820-kw max. & 151-kw horizontal visual, 282-kw max. & 15-kw horizontal aural. Antenna: 1830-ft. above av. terrain, 160-ft. above ground, 4600-ft. above sea level.

Latitude 37° 04' 24"  
Longitude 119° 25' 42"

**Transmitter:** Bald Mountain, 52-mi. NE of Hanford.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Drake, 4.5-meter.

**News Service:** AP.

**Ownership:** Perenchio TV Inc. (Group Owner).

**Began Operation:** February 27, 1962 as KDAS; left air May 13, 1966 (Television Digest, Vol. 6:22.) Sale to Spanish International Communications approved March 19, 1969. Resumed operation Sept. 20, 1972. Sold to Univision Holdings (Hallmark Cards) 1987. Sale to present owners approved Sept. 23, 1992 (Vol. 32:40).

**Represented (sales):** Univision.

**Represented (engineering):** Jules Cohen & Associates.

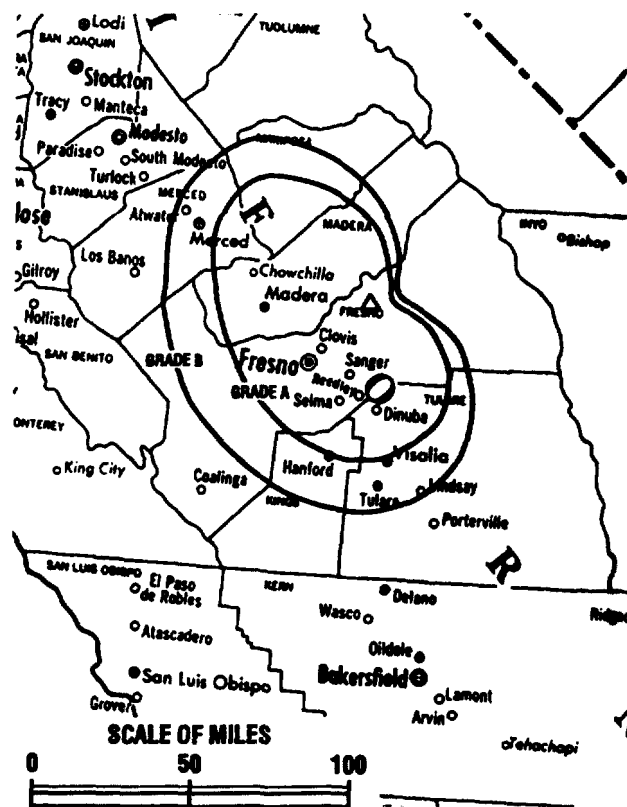
### Personnel:

Mario M. Carrera, General Manager.  
Bram J. Watkins, General Sales Manager.  
Ken Holden, Chief Engineer.  
Daniel Rodriguez, News Director.  
Jess Gonzalez, Program Director.  
Eddie Renteria, Production Manager.  
Arnulfo Cueva Jr., Business Manager.

**Rates:** On request.

**City of License:** Hanford. ADI: Fresno-Visalia. Rank: 56.

Total Households: ©MSI Consumer Market Data as of 1/1/92. TV Homes, TV% and Circulation ©1992 Arbitron. County coverage based on Arbitron study.



KFTV BPCT-820709KF Granted 11/15/82

© American Map Corp., No. 14344

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA			
	Fresno	230,800	222,800	96
	Kern West	162,500	157,100	97
	Kings	29,700	28,400	96
	Madera	29,700	28,400	96
	Merced	58,700	56,500	96
	Tulare	102,300	96,300	96
<b>Station Totals</b>		<b>613,700</b>	<b>581,300</b>	<b>96</b>
<b>Net Weekly Circulation (1992)</b>				<b>58,000</b>
<b>Average Daily Circulation (1992)</b>				<b>45,000</b>

Exhibit 2




S T A T E M E N T

The attached contour map (KMSG-TV, Figure 1) represents a 35 mile radius from the following communities:

Fresno  
Clovis  
Sanger  
Hanford  
Visalia

Also, the City Grade, Grade A and Grade B contours of KMSG-TV, Channel 59, Sanger, CA.

  
AL KINNEY  
Director of Engineering

January 7, 1994

